**🚲 Business Problem Statement:**

**"Despite increasing foot traffic and expanding store presence, the bike retail chain is experiencing stagnation in revenue growth and inconsistencies in product availability across locations. The management suspects that demand is not being met effectively due to suboptimal inventory distribution and misalignment between regional customer preferences and stocked products. Additionally, high-value products often sit unsold while lower-margin items sell out quickly, creating revenue leakage.**

**As a data analyst, your mission is to identify sales bottlenecks, understand customer demand patterns by region, and optimize inventory and staffing strategies across stores to improve profitability, reduce lost sales, and enhance customer satisfaction."**

**Problem in Simple Words:**

Even though more people are visiting the stores and the company has opened more locations, **sales aren't growing as expected**. Also, some stores are running out of certain products, while others have too much unsold stock.

The company thinks this is happening because:

* Products aren't being sent to the right stores based on local customer needs.
* Expensive bikes are not selling well, but cheaper ones are selling out quickly.
* This mismatch is causing **lost sales** and **wasted opportunities** to earn more money.

**Your Job as a Data Analyst:**

Your task is to:

1. **Find where the problems are** — figure out which stores or products are underperforming.
2. **Understand what customers in different areas like to buy.**
3. **Suggest better ways to distribute products** to the right stores.
4. **Help improve staffing and inventory planning** so customers get what they want, when they want it.

The goal is to **increase profits**, **make customers happier**, and **reduce losses** caused by poor planning.